



## adidas Originals Presents: “Always Original” Fall/Winter 2022 Drop One

**Herzogenaurach, July 7, 2022.** This season, adidas Originals returns with the next installment of its “Always Original” initiative. First assembled in 2021 to pay homage to the multifaceted identities of women and non-binary folks, the “Always Original Collective” takes centre stage again, as the brand with the Three Stripes turns its focus to representing allyship in originality with a new collection and campaign made to fit every story.

The drop one offering has been designed for everyone – no matter their size, shape, gender, or style. Celebrating all forms of originality each piece is available in an extended size run and boasts lace constructions that are as versatile as the moves of those the collection was designed for. Created to allow everyone to express their individuality, the garments on offer reimagine adidas’ sporting history for a new generation of changemakers while the footwear selection features updated takes on the Forum Low and the Astir W silhouettes.

Launching alongside the main Fall/Winter 2022 drop one selection is an expressive capsule collection co-created directly with the “Always Original Collective”. Inspired by each member’s interpretation of two key words – Belonging and Community – the capsule offers a host of bold and dynamic graphic pieces.

The first seasonal drop is accompanied by the arrival of an undeniably optimistic campaign centering on four members of the collective – Jari Jones, Amani, Naomi Otsu, and Lena Waithe – and inspired by the slogan:

“They’ve been here for us. Now it’s our turn.”

The campaign visuals spotlight the shops and small businesses that helped to shape the lives of each dynamic changemaker: Yu & Me Book Store, Le’Jemalik Beauty Salon, Hibiscus Brew Coffee Shop, and Savant Studios. Putting the focus on those who have been there all along, the campaign seeks to demonstrate the power of allyship in communities around the world.

Arriving on July 7th, 2022 at [adidas.com](https://adidas.com), “Always Original” Fall/Winter 2022 drop one and its accompanying capsule collection continue to try to forge a more inclusive world through a defiant statement of allyship.

[adidas.com](https://adidas.com)  
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## Information



### **About adidas Originals:**

Inspired by the rich sporting heritage of adidas – one of the world’s leading sports brands and a global designer and developer of athletic footwear and apparel – adidas Originals is a lifestyle brand founded in 2001. With the adidas archive at its foundation, adidas Originals continues to evolve the brand’s legacy through its commitment to product innovation and its ability to filter the creativity and courage found on courts and sporting arenas through the lens of contemporary youth culture. Marked by the iconic Trefoil logo that was first used in 1972 and championed by those that continue to shape and define creative culture, adidas Originals continues to lead the way as the pioneering sportswear brand for the street.